

2021

LOCAL CONTENT REPORT TO THE COMMUNITY



wmht

JULY 1 2020 – JUNE 30 2021

WMHT ENVISIONS A COMMUNITY **CONFIDENT** **IN ITS IDENTITY, ITS POTENTIAL FULLY REALIZED,** **INSPIRED AND CONNECTED THROUGH TRUSTED** **PUBLIC MEDIA.**

WMHT offers four distinct public television services WMHT 17.1, WMHT 17.2 (Create), WMHT 17.3 (World), and WMHT PBS Kids (17.4) which reach more than half a million households in Eastern NY and Western New England. A livestream service that allows viewers to see WMHT-TV's broadcast feed began in 2020, and **over 100,000 listeners** tune in to our three radio stations each week.

More than 1,300,000 citizens from the region and beyond **visited WMHT websites** during FY21. This compares with about 1,000,000 page views in FY20 and 800,000 in FY19. WMHT's strategic focus on digital content, and supplementing on-air with digital, accounts for this increase. **Video views** on the WMHT website also increased from 176,000 in FY20 to **181,356** in FY21.

Over **28,000** individuals made a contribution to support WMHT during FY21. They were joined by hundreds of local businesses who supported WMHT through underwriting. Building partnerships is a key part of our future and to the growth of our community. WMHT built dozens of new partnerships during the year in the corporate, educational, government, cultural and business communities.

COMMUNITY

We place community at the center of our work.

INTEGRITY

We honor the trust placed in us by doing our work with honesty and transparency.

EXCELLENCE

We believe that the importance of our services demands that they be carried out with excellence.

INNOVATION

We embrace the new solutions that will be needed to serve our evolving communities.

RESPECT

We express an authentic regard for the intelligence and diverse viewpoints of our audiences and our community.

2021 WMHT BOARD OF TRUSTEES

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BOARD CHAIR

SUSAN NOVOTNY

VICE CHAIR

VIKI SAND

SECRETARY

BRIDGET BALL SHAW

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MARY SIMONI

KELLY SMITH

TERESA ZIELINSKI

PROGRAMMING HIGHLIGHT

THE TIME FOR RECKONING

The recent killings of Breonna Taylor, George Floyd, and numerous other unarmed Black people at the hands of white police officers touched off a volatile period of racial unrest across the Capital Region, the nation and the world. This one-hour program is a centerpiece of a major symposium titled The Time for Reckoning: Confronting Systemic Racism, Seeking Justice and Reimagining Society.

The symposium strives to create an ongoing dialogue between community members of color who live in urban communities where tensions with police run high and elected officials whose job is to protect and serve the public. The symposium will also present conversations with nationally-known experts on systemic racism and bestselling authors who will discuss ways to imagine and begin to create a more just society built upon a foundation of racial equality.

CREATED IN PARTNERSHIP WITH



timesunion



Center for
Law and Justice

PANELISTS INCLUDED: **JAMAICA MILES** (CO-FOUNDER, ALL OF US), **PAUL COLLINS-HACKETT** (TRUHEART + CO-FOUNDER, PULSE), **MORGAN JONES-MAINIA**, AND **SHAWN YOUNG** (FO-FOUNDER, ALL OF US)

JAMAICA MILES, CO-FOUNDER, ALL OF US

MEASURING THE IMPACT

- STRENGTHENED RELATIONSHIPS WITH COMMUNITY PARTNERS DOING CRITICALLY IMPORTANT SOCIAL JUSTICE WORK IN OUR REGION, SUCH AS **ALL OF US** AND **THE CENTER FOR LAW AND JUSTICE**
- SOLIDIFIED WMHT AS A **COMMUNITY CONNECTOR**, SPECIFICALLY IN TIMES OF SOCIAL UNREST, AND AS A RESOURCE FOR THE ISSUES OF OUR TIME

15K SOCIAL IMPRESSIONS

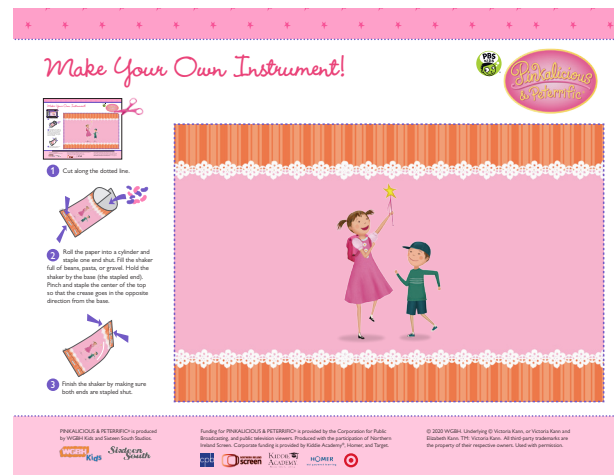
EXPLORE MORE: [WMHT.ORG/TIMEFORRECKONING](https://wmht.org/timeforreckoning)

PROGRAMMING HIGHLIGHT

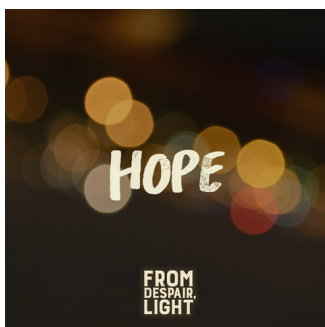
FROM DESPAIR...LIGHT!

As our world emerges from the tragedy that the COVID-19 pandemic has shrouded us in, Albany Pro Musica, led by Opalka Family Artistic Director José Daniel Flores-Caraballo, will take you on an emotional journey from fear, conflict, and death to joy, peace, love, and redemption. This concert features two world premiere performances, Bradley Ellingboe's *The Old Oak Tree* and Steve Murray's *When Death Came for Us*, along with works by Morten Lauridsen, Arvo Pärt, Eric Whitacre, Jake Runestad, and Gabriel Fauré.

From Despair...Light! includes appearances by celebrated guest artists Philip Lima and Elizabeth Pitcairn, playing the legendary Red Mendelssohn Stradivarius violin, with special contributions by the New York State Writers Institute.



LEFT: DIGITAL PROMO ARTWORK.
ABOVE: PRINTABLES FROM PBS LEARNING-MEDIA INCLUDED IN A COLLECTION OF ONLINE RESOURCES FOR KIDS AND PARENTS.
BELOW: 1 OF 4 STREAMABLE PLAYLISTS FROM EACH OF THE PERFORMANCES.



BROADCAST IMPRESSIONS: 350 HOUSEHOLDS | SOCIAL IMPRESSIONS: 7,000

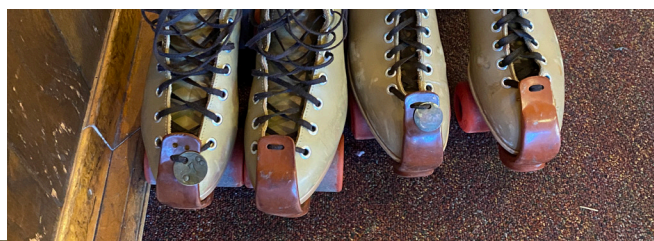
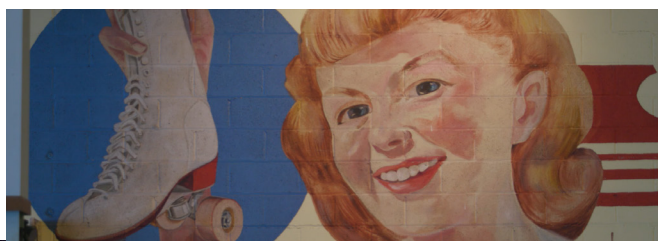
EXPLORE MORE: WMHT.ORG/LIGHT

PROGRAMMING HIGHLIGHT

FIELD TRIP

WMHT's Field Trip is a public powered project. You tell us about the places you love, we go and visit, and your episode becomes a virtual postcard from the spots that make our region amazing. Throughout 2021 the Field Trip Team visited some amazing places in our area, from Guptill's Roller Skating Arena to the historic Albany Rural Cemetery.

Towards the end of the fiscal year, WMHT began implementing HEARKEN on our online platforms; a digital listening tool that allows for direct interaction between our audience and our internal team to submit feedback, respond to prompts, engage in polls, and more. In June of 2021, WMHT began soliciting audience suggestions for future episodes of Field Trip to increase public buy-in of the project, to generate excitement about future episodes, and to engage in a dialogue of camaraderie with our friends and neighbors over the places that make our area so special. WMHT plans to continue centering audience suggestions and feedback as Field Trip continues into 2022.



TOTAL ONLINE MEDIA PLAYS: 3,000 | SOCIAL IMPRESSIONS: 57,000

EXPLORE MORE: [WMHT.ORG/FIELDTRIP](https://www.wmht.org/fieldtrip)

MADE POSSIBLE BY



Council on
the Arts

PROGRAMMING HIGHLIGHT

TVFILM

TVFilm is an award winning short film anthology series highlighting the talents of Upstate New York filmmakers across a variety of genres. We welcome submissions from all filmmakers and encourage entries from women, BIPOC, disabled, and other typically underrepresented filmmakers. TVFilm's 12th season included a variety of films across several genres, from experimental to animation.



MEASURING THE IMPACT

75%
OF VIEWERS IDENTIFY
AS WOMEN

105%
INCREASE IN VIEWERS
AGE 25-34

BROADCAST IMPRESSIONS: 11,000 | SOCIAL IMPRESSIONS: 45,000

EXPLORE MORE: WMHT.ORG/TVFILM

COMMUNITY ENGAGEMENT

Community engagement efforts this year offered the opportunity to listen to needs, tell compelling stories, highlight important issues and build new and stronger partnerships. From highlighting the growing needs around food insecurity and creating space for dialogue around racial and social justice at the center of this content is WMHT's mission to deepen connections and relationships to our community through lasting and impactful relationships.



ENGAGEMENT HIGHLIGHT:

PBS AMERICAN PORTRAIT

A storytelling initiative that asks people to submit user generated content while responding to a thought-provoking prompt.

WMHT received a grant for PBS American Portrait to highlight some of the stories in our rural communities and viewing area.

WMHT asked “what gets you out of bed in the morning?”

The answers revealed a widening need for assistance when it comes to putting food on the table every day. As part of the PBS American Portrait project, WMHT pulled together a panel of community partners involved in the community response to meet the growing need around food and hunger within our area.

The conversation, together with our PBS American Portrait piece The Story of Us, was offered as a virtual event/conversation during the month of March, National Nutrition Month.



KIDS + EDUCATION

From in-home and hybrid learning, to supporting movement and cultivating caring within the classroom, WMHT's Education efforts centered on shifting the narrative on what is possible with education. With a focus on community partnerships, WMHT worked directly with educators and PBS LearningMedia to offer our audience an ever-growing and interactive library of educational content for all ages and disciplines.



01. HOME CLASSROOM

WMHT continued to support in-home and hybrid learning for grades 4-12. This programming block in coordination with Capital Region Board of Cooperative Educational Services (BOCES) covered a range of subjects, and offered free standard aligned lesson plans and resources from PBS and PBS Learning Media. The programming broadcast for five hours, Monday-Friday.

02. DANCE TO SUCCESS

WMHT partnered with a local college and dance department professor for a content collection, Dance To Success within PBS Learning Media. For use within the classroom and home, the collection is centered around movement and supports social emotional learning. The collection of socio-emotional learning (SEL) videos and resources aims to help elementary school students through dance. By following along with movement videos and engaging with provided supplementary activities, students work on all sorts of SEL skills such as sharing, listening to and accepting others, expressing and understanding emotions, among others.

03. EDUCATOR INTERSTITIALS

An ongoing series of broadcast interstitials showcased the many ways WMHT responded to calls from the community. In a piece featuring Taunya Hannibal Williams, Community Outreach Specialist at Hudson Valley Community College, the educator discussed how both children and adults can benefit from public media organizations like WMHT: "If you're looking for a resource or just to expand your horizon, WMHT is the place to visit."



Taunya Hannibal Williams
Hudson Valley Community College
Community Outreach Specialist

MADE POSSIBLE BY
WNET

NEW YORK NOW

New York NOW, WMHT's Emmy Award winning weekly, in-depth public affairs program, continued reporting on issues of state-wide importance. Managing Editor Dan Clark provided constant, timely coverage of COVID while maintaining a roster of informed and passionate guests throughout the year. The New York NOW team also welcomed reporter Darrell Camp; a radio veteran, Darrell has brought sharp and insightful reporting to the New York NOW table each week, with a viewer noting early in his tenure at WMHT: "Darrell Camp did a great job as host - I enjoy his pieces and am glad you hired him!"



01. NEW YORK NOW WEEKLY SHOW

50 episodes of breaking and ongoing local and statewide reporting.

02. 19TH CONGRESSIONAL DEBATE

Rep. Antonio Delgado debated Republican challenger Kyle Van De Water in our studio.

03. 2021 STATE OF THE STATE ADDRESS

Former governor Andrew Cuomo delivered his State of the State Address from Albany.

04. 2021 STATE BUDGET ADDRESS

Live coverage of former Governor Andrew Cuomo's state budget address.

MEASURING THE IMPACT

200K
WEBSITE VISITS

10%
INCREASE IN VIEWERS
BY HOUSEHOLD
BROADCAST FY20 TO FY21

145K
SOCIAL
IMPRESSIONS

EXPLORE MORE: NYNOW.ORG

AHA: A HOUSE FOR ARTS

WMHT's weekly arts and culture show AHA! A House for Arts, continued to put a spotlight on regional artists of all mediums and styles. Now in its sixth season, AHA includes a full half hour of local content, hosted by Lara Ayad, Assistant Professor of Art History at Skidmore College.

Each episode features an in-the-field artist profile, a studio interview with educators and leaders of local arts institutions, and a performance by a local musician to round out each episode.



HOST LARA AYAD

01. AHA! WEEKLY SHOW

30 episodes in the seventh season of WMHT's weekly arts and culture showcase.

03. CAPITAL REGION RENAISSANCE

Albany Pro Musica opened their 40th season with a celebration of the great arts renaissance of the Capital Region.

02. FROM DESPAIR...LIGHT!

See our program highlight on page 4.

04. ILLUMINANCE

Filmed on Bannerman Island in the Hudson River in the Fall of 2020, "Illuminance" transformed Bannerman Castle Trust and its history into a magical performance.

MEASURING THE IMPACT

372K
SOCIAL
IMPRESSIONS

27%
INCREASE IN VIEWERS
BY HOUSEHOLD

BROADCAST FY20 TO FY21

